



Allured Books is dedicated to finding new ways to reach a global audience.

A few of the possible avenues we use to promote our books:

Catalog. Books are featured in the yearly catalog—distributed at key national and international industry shows and with each outgoing shipment to book buyers.

Flyers

#1—A flyer announcing upcoming books is distributed at industry shows before the book's launch (when time allows).

#2—A flyer is created for key books and distributed with all outgoing shipments to book buyers and given to authors to distribute.

Show Exposure. Allured book representatives are on hand at key shows to network within the various industries and to sell books. New books are featured prominently in posters, flyers and catalogs.

Direct Marketing. Key books are featured in one or two direct marketing pieces during the year. Target audience includes prospects, industry magazine subscribers, past book purchasers and event attendees.

E-Mail Blasts

#1—A promotional e-mail is sent to the pertinent audience, announcing the pending publication of a new book.

#2—An e-mail announcing the arrival of the book is sent to the same audience.

#3—An e-mail promoting key books is sent monthly to the pertinent audience.

Allured Bookstore. Thousands of visitors spend time on www.AlluredBooks.com each month. User-friendly and informative, our Web site offers exclusive features such as tables of contents, summaries, testimonials and author bios.

House Ads. Allured's monthly industry magazines and yearly industry directories will feature ads with selected books throughout the year, reaching thousands of subscribers.

Newsletters. Allured's industry newsletters will feature ads and/or banners for selected books.

Magazine Reviews. Complimentary review copies are sent to industry magazines, associations and key reviewers to expose the book to a wider audience.

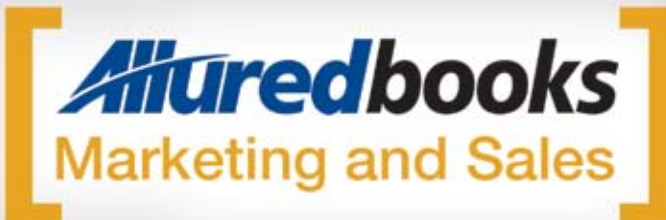
Amazon.com. Key books are placed on Amazon.com to reach a wider, global audience.

Wholesaler Outlets. Allured Books partners with a variety of distributors and wholesalers to reach primary and secondary audiences such as libraries and universities.

Bowker-In-print. We add our books to Bowker, marketing our products to many sectors of the book industry including wholesalers, distributors, retail chains, independent retailers, online retailers, schools, libraries, and universities.

Friendly Customer Service Team. Our team is ready to answer questions and take orders by phone, fax or e-mail.

www.AlluredBooks.com



12 Things You Can Do To Promote Your Book

1. Mention your book whenever possible: in interviews, when writing a paper, at speaking engagements or at conferences. Be sure to mention the ordering details (order online at www.AlluredBooks.com, Amazon.com or contact books@allured.com)
2. When your book is launched, e-mail your friends, colleagues, clients and co-workers and let them know! Ask them to spread the word. Remember, a network of colleagues and friends is a strong voice to have on your side!
3. Ask colleagues, co-workers and friends to add a review to your book listing on Amazon.com. The more reviews your book receives, the more attention it receives and the more it will sell!
4. To your biography, add that you are an author, give the title of your book and the publisher's name.
5. Link your personal Web site and/or company Web site to your book page on the Allured Books Web site.
6. Ask colleagues and friends to link their Web sites to our online bookstore—specifically to your book page—and announce your book!
7. Pass out flyers whenever possible. Contact Marie Kuta (MKuta@allured.com) if you need flyers. We can also e-mail you a PDF of the flyer. Send them to colleagues, friends, schools and association contacts.
8. Forward details regarding future speaking or training engagements to Marie Kuta (MKuta@allured.com) so that we can print flyers in time. Better yet, if there is a charge for speaking, include the book (if possible) as part of the prepaid cost.
9. When you send an e-mail, mention that you have a new book. You can add the title of the book and a link to your book page or the Allured bookstore somewhere in your signature line.
10. We will forward you a press release that you can e-mail to colleagues, friends, schools and association contacts. Ask others to forward the release to their colleagues and friends.
11. Join a number of blogs that cater to your expertise. Mention your book. Discuss the subject. Offer your knowledge. Others are passionate about your subject and willing to learn!
12. Add your review to books you have read with similar subjects on Amazon.com. Your "reviewer name" should include 'Author of Title of Your Book.' Be tactful and check your spelling! Author reviews carry a good deal of weight and will encourage users and browsers to seek out more information about you and your book!

**Network,
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network—
Pitch your
book whenever
possible!**

**Be sure to forward any
leads to Marie Kuta
(MKuta@allured.com).**

**Marie will be happy to
brainstorm with you
and offer more ideas.**

www.AlluredBooks.com